

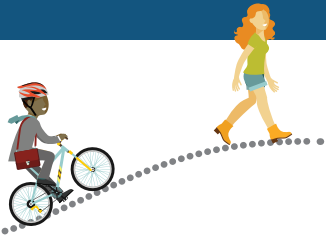


Healthy Travel Choices in Warwickshire

Encouraging healthy travel choices within Warwickshire is an important agenda, and one that cannot be owned by one single body. In order to help Warwickshire residents make healthier travel choices, colleagues throughout the whole of Warwickshire play a part in enabling the right environment in which these choices can be made safely.

The Healthy Travel Choices document is a tool for members and officers within Warwickshire County Council which outlines evidence based methods that have been proven to help reduce some of the difficulties people face when deciding on their commute, their journey and their choices.

The travel choices people make are important.



Walking or cycling can be a quicker, lower cost alternative to the car for many trips, as well as being an easy and accessible way of being more physically active.

Physical inactivity in adults has reduced from 1 in 3 down to 1 in 4.



However recent evidence suggests that physical inactivity is as dangerous to health as smoking, and is costing the UK economy up to



If trends continue the costs to both the health of the nation and the economy will continue to increase

(ukactive) (EAED).

The aim of this document is to provide an evidence base that can be referred to by members and officers in Transport, Planning and Communities Group as a whole, to help in the movement towards providing the right strategies and infrastructure for the people of Warwickshire to encourage healthier travel choices.

This can be done by increasing awareness of these choices and safety, as well as providing the right infrastructure to make the choices easier.



Active travel is encouraged as part of the wider health agenda to improve health and wellbeing of the population. If partner organisations encourage our population to build physical activity into their daily commute, we can help support people to meet the recommended activity guidelines and deliver the wide range of associated health benefits.

Walking and cycling are accessible, cheap and non-polluting forms of active travel with many positive benefits for physical and mental health. These methods are the healthiest forms of travel, and this document takes into consideration options which incorporate walking and cycling.



This document can be used to learn about the benefits of active travel and can raise awareness with wider partners outside Warwickshire County Council such as, medical professionals and other relevant agencies.

There is emerging evidence suggesting a relationship between physical activity levels in children and general health and wellbeing, as well as the likelihood of carrying on the behaviour into adulthood.



In looking at the evidence available, this document recognises the need for an improvement in child health and wellbeing taking a holistic approach which includes increasing physical activity levels, contributing to a reduction in child obesity levels. It is important that partners recognise the scope to increase physical activity levels in children with a focus on active travel to and from schools.



Air quality is largely determined by road transport and the high volume of car users on the roads and is also affected by levels of active travel.

It is estimated that approximately **29,000** deaths per year in the UK are associated with particulate matter air pollution.

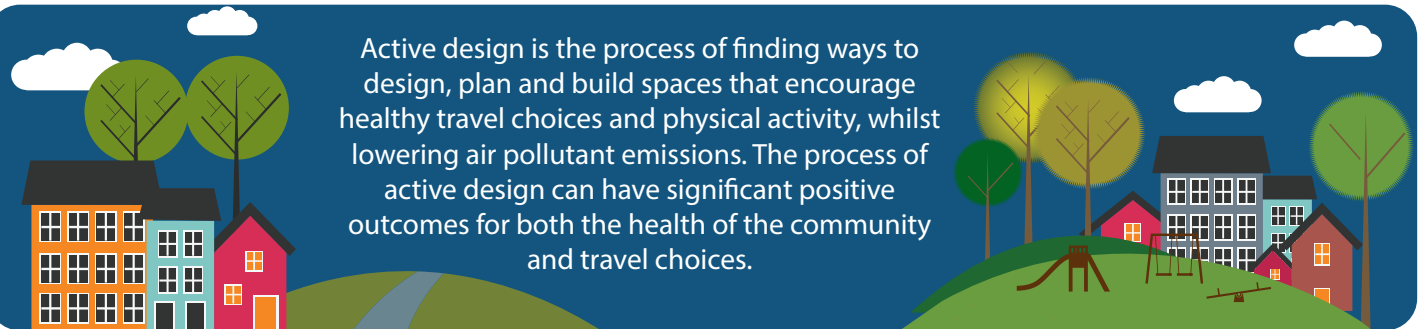
(COMEAP, 2010)

This is only slightly lower than the amount of obesity related deaths and far exceeds other preventable deaths attributable to alcohol, road traffic accidents, illegal drugs, and HIV infection combined.

(ASH, 2015)



Active design is the process of finding ways to design, plan and build spaces that encourage healthy travel choices and physical activity, whilst lowering air pollutant emissions. The process of active design can have significant positive outcomes for both the health of the community and travel choices.



Public transport makes access to healthcare and other services possible and improves social isolation. As some journeys consist of part active travel, part public transport, public transport is an important part of making healthier travel choices. Public transport needs are met by bus, rail services, community transport services and taxis and private hire vehicles and are often a combination of these methods.



The Warwickshire County Council Local Transport Plan (LTP) outlines that each of these activities and modes of transport have interlinked strategies, common aims and integrated provision to provide the most effective transport service.

Finally, in order to help support and encourage the residents of Warwickshire to make healthy travel choices, we must understand the barriers to behaviour change and effective means of overcoming these. This document gives an overview of some of these techniques.